

## **REMARKS**

Claims 1-13 and 24-39 are now pending in the application. Claims 14-23 were previously withdrawn. Claims 1, 7, 24 and 27 have been amended. Claims 35-39 are new. Support for the foregoing amendments can be found throughout the specification, drawings, and claims as originally filed. The Examiner is respectfully requested to reconsider and withdraw the rejection in view of the remarks contained herein.

Applicant has amended claims 1, 7, 24 and 27 to more clearly point out the claimed subject matter. Claim 1 calls for “a distribution module interactively distributing an adaptive electronic coupon having electronic coupon metadata to a user based on at least one predetermined rule.” Applicant submits that Mittal fails to teach or suggest the above limitations. Mittal at best appears to disclose that a coupon is directly sent to a targeted customer without any user interactions. Mittal, para. [0061].

Applicant further submits that Webb fails to cure the deficiencies of Mittal. Mittal appear silent about the above limitations.

In view of the foregoing, Applicant submits that claim 1 and its dependent claims 2-6 and 30-39 define over the art cited by the Examiner. Claim 7 and its dependent claims 8-13 as well as claim 27 and its dependent claims 28-29 define over the art cited by the Examiner for one or more of the reasons set forth regarding claim 1.

In addition, claim 32 calls for a) that the distribution module is a media content consumption equipment and b) that the media content consumption equipment wirelessly transmits the electronic coupon to the handheld device contingent upon the user accessing the designated one of the media content selections. The Examiner

asserts that Webb teaches these limitations. Applicant respectfully traverses the Examiner's assertion. Applicant has studied Webb carefully but can find no mention of the above elements. Applicant respectfully requests the Examiner articulate the basis for the rejection.

Claim 24 calls for a) a storage module that preloads data associated with a media content and b) a handheld device that communicates with a distribution module to display information based on the data associated with a media content and that invites interactions of the user with the distribution module. Applicant submits that Mittal and Webb, individually or in combination, fails to teach or suggest the above limitations. Mittal and Webb appear silent about the limitations.

In view of the foregoing, Applicant submits that claim 24 and its dependent claims 25-26 define over the art cited by the Examiner.

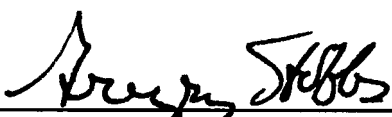
Claims 35-39 are new. Claims 35-36 further define functions of the distribution module for interactively distributing the adaptive electronic coupon. Claims 37-38 further define the distribution module as a household module. Claim 39 further defines the operations among a storage module, the handheld device, and the distribution module. Applicant submits that the new claims define over the art cited by the Examiner additionally for their respective limitations.

It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicant therefore respectfully requests

that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action and the present application is in condition for allowance. Thus, prompt and favorable consideration of this amendment is respectfully requested. If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Respectfully submitted,

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By:   
Gregory A. Stobbs  
Reg. No. 28,764

HARNESS, DICKEY & PIERCE, P.L.C.  
P.O. Box 828  
Bloomfield Hills, Michigan 48303  
(248) 641-1600

GAS/PFD/evm